LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY INC.
AD# BUC120-D1 REQ# M18630 "BEAT INFLATION SMOKE A BUCK" - PAGE 4/C 5-5/8 X 7-3/4 TV GUIDE, 1990
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BEAT INFLATION SMOKE A BUCK

Buck the System.
Full rich flavor, not full price.

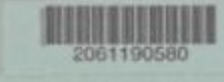
Available in Kings & Kings Lights

© Philip Morris Inc. 1990

Mfr. suggested retail price

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Kings: 14 mg "tar," 1.1 mg nicotine – Kings Lights: 11 mg "tar," 0.8 mg nicotine, av. per cigarette by FTC method.



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